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Broadcasting Jan10

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Vol. 104 No. 2

Broadcasting Jan10

Superstations begin to feel the effects of CRT rate hikes □ Chicago recommends cable franchisees □ Nielsen Cassandra rankings put 'M*A*S*H' at the top of syndicated shows

LIGHTENING THE LOAD □ Despite postponement of effective date of CRT decision, cable operators begin dropping distant signals to lessen copyright liability. **PAGE 31.**

TO THE VICTORS □ Chicago city council awards franchises for its five designated cable areas to four different operators, who must now negotiate formal agreement with city's Office of Cable Communications. **PAGE 32.**

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GOOD NEWS □ Nielsen ratings show NBC-TV number one in prime time in New York, and only network to show increase in ratings in all five major markets metered. **PAGE 37.**

CHANGING HANDS □ Station trading for 1982 approached the record level of 1979, coming within $2 million of the magical $1 billion. **PAGE 45.** Rundown of transactions of last 29 years appears on **PAGE 46.** Rundown of the year for TV and radio begins on **PAGE 48.** Brokers see 1983 as a good year, especially if interest rates improve and the FCC eliminates or modifies the multiple ownership rules. **PAGE 66.**

TIO REPRISE □ Once again there is a call from some NAB directors that the Television Information Office may not be needed, a matter NAB joint board will take up next week in Mexico. BROADCASTING interviews TIO director Roy Danish, who answers criticism and defines a place for the office in the Fifth Estate. **PAGE 68.**

CABLE BULLS □ Leibowitz says cable stocks look good, broadcasters' less so. **PAGE 76.**

FNN IN BUSINESS □ Second year for Financial News Network sees it surviving first year turmoils and headed for stronger footing. **PAGE 77.**

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BY THE NUMBERS □ Rating service charts cable universe in U.S. at 35% penetration. **PAGE 92.**

STUCK IN THE MIDDLE □ C-SPAN is keeping low profile in skirmish between political parties on use of House coverage outtakes in election campaigns. **PAGE 95.**

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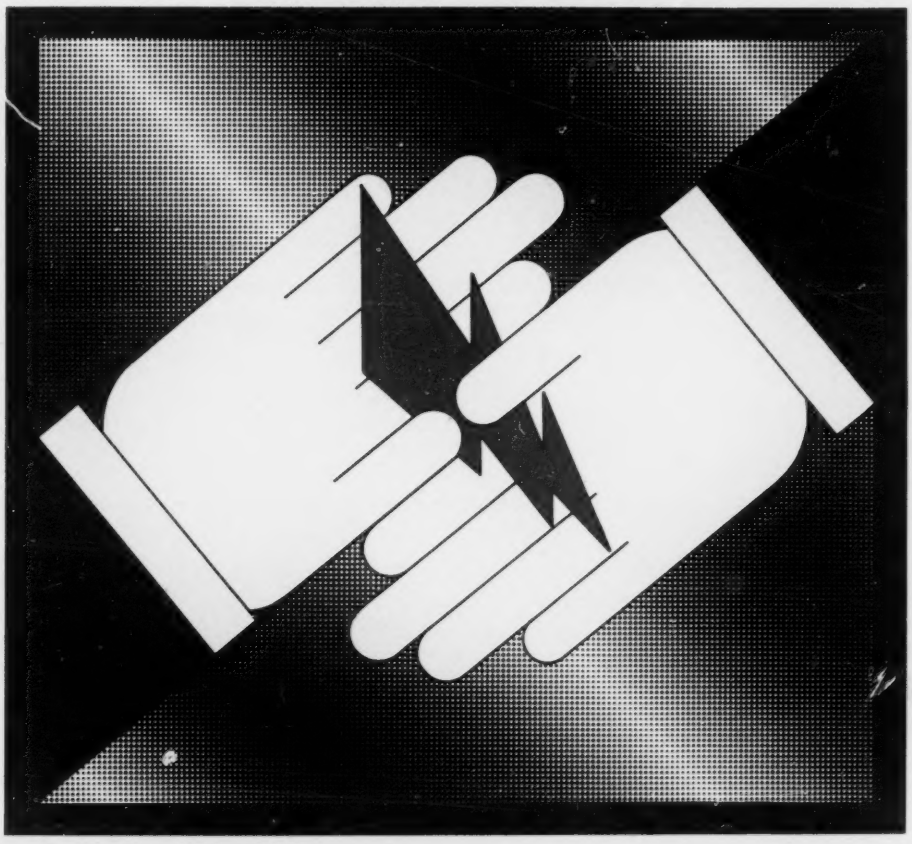

Changing Hands 1982

$1 billion (almost) in station trading

Broadcast station trading added up to $998,398,244 in 1982, the second largest volume in broadcasting history. The dollar volume was given a boost with the FCC's approval in April of Metromedia's $220-million purchase of ABC affiliate WCVB-TV Boston, the richest single-station trade of all time and its sale of KMBC-TV Kansas City, Mo., (ABC, ch. 9), to The Hearst Corp. for $79 million.

In the radio marketplace, $470,722,833 worth of stations changed hands, setting a new record in that category. In all, 597 radio stations were sold, 27 fewer than 1981's record of 624. The average price for a radio station was $788,480, up 9.8% from $717,689 in 1981, but still not equal to the 1980 record of $801,023.

Thirty TV stations were sold in 1982 for a total of $527,675,411. Excluding the Metromedia deals, however, and John Noels Jr.'s $6.5 million purchase for the balance of NWG Broadcasting's stock (KIMA-TV Yakima and satellite KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho), dollar volume was $301,175,411, a 32% gain over 1981's total of 227,950,000.

No station groups changed hands in 1982. The average price for a stand-alone AM station in 1982 was $495,061, a decrease of 12.9% from the 1981 average of $568,172. It is the second consecutive drop in two years, down 52.3% from the 1980 average of $765,000. Altogether, 216 stand-alone AM radio stations were sold.

The average price for a stand-alone FM station in 1982 was $1,255,361, down 7.3% from the the 1981 average of $1,350,000 and down 16% from the 1980 average of $1,493,000. In 1982, 105 stand-alone FM stations changed hands for a total of $131,812,949, against 96 stand-alone FM's for a total of $1,299,672,000 in 1981.

Bucking the trend established by stand-alone AM's and FM's in 1982, the value of

an AM-FM combination increased. In 1982, 138 AM-FM combinations were sold for a total of $231,976,670, fetching an average price of $1,680,990 per combination, 59.4% greater than the average of $1,046,501 bought in 1981, when 139 combinations were sold for a total of $145,463,000.

Excluding the $229 million worth of Metromedia deals and the $6.5 million NWG Broadcasting buy-out, the average price for a TV station in 1982 was $12,047,016, slightly higher than the average of $11,997,000 in 1981, when 24 TV's were sold for a total of $227,950,000.

Again excluding the Metromedia and NWG Broadcasting deals, there were a total of nine major VHF TV station sales in 1982 adding up to $145,500,000, and 16 major UHF deals, for a total of $76,675,160. The average FCC approved VHF sale in 1982 yielded $16.2 million, and a UHF sale averaged $4.8 million. The average 1982 VHF sale rose 2.8% over the 1981 average of $15,723,000. The average UHF station price increased 38.8% over the 1981 average of $3,425,000. Neither of those estimates, however, equal led the 1980 averages: $17,461,000 for a VHF and $9,328,571 for a UHF.

Among the 11 major VHF stations to be sold in 1982, all were network affiliates, and included five affiliated with ABC, three with CBS, and two with NBC, plus one multiaffiliated station. Among the 16 major UHF sales, there were seven independents, four ABC affiliates, two affiliates each of CBS and NBC, and one subscription TV station.

Not included in any of the above figures, however, are station sales pending FCC approval or deals that have been announced but not yet filed at the FCC.

A significant increase in TV station trading activity began last August with the proposed sales of WFLD-TV Chicago (ch. 32) from Field Enterprises to Metromedia for $140 million and, in turn, Metromedia's deal to sell WTCN-TV Minneapolis (ch.11) to Gannett for $75 million and WXIX-TV Cincinnati to Malrite Broadcasting for about $45 million. Because of FCC rules prohibiting acquistion of co-located radio and TV stations, Metromedia agreed to sell WMET(FM) Chicago to Doubleday for $9.5 million. Metromedia, which owns the maximum of 21 broadcast stations allowed by the FCC, will again have room for one more TV after the closing. The price it is paying for WFLD-TV is to date a record for a UHF station.

Field last summer announced it was pulling out of broadcast station ownership and putting its five TV's up for sale. Subsequently it has reached agreements to sell KBHK-TV San Francisco (ch. 44) for $26 million to United Television Inc., and WLVI-TV Cambridge (Boston), Mass. (ch. 56) for $47 million to Gannett. Still to be sold are WKBD-TV Detroit (ch. 50) and WKBS-TV Philadelphia (ch. 48).

Field acquired its five TV's when it bought 77.5% of Kaiser Broadcasting Corp., the stations' former licensee, for $42,625,000 in 1977. It already owned 22.5%.

The prices paid for TV stations in deals still pending FCC action continued to set records in 1982. A group of investors to be assembled by Kohlberg, Kravis, Roberts & Co., a New York and San Francisco investment company, arranged a complicated deal with Gene Autry, 50.1% owner of Golden West Broadcasters, and The Signal Companies, which owns the balance of Golden West's stock. Under terms of the deal, The Signal Companies will pull out of Golden West Broadcasters and its interest transferred to Autry. Autry will become sole owner of all the Golden West broadcast properties, which include five AM's, three FM's and two TV's. But one of the television sta-

29 years of station transactions

	Dollar volume of transactions approved by FCC				Number of stations changing hands			
	Total	*Radio only*	*Combined Radio TV**	*TV only*		*Radio only*	*Combined Radio-TV**	*TV only*
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760	**1954**	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	**1955**	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	**1956**	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	**1957**	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	**1958**	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	**1959**	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	**1960**	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	**1961**	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	**1962**	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	**1963**	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	**1964**	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	**1965**	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	**1966**	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	**1967**	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	**1968**	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	**1969**	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,078	**1970**	268	3	19
1971	393,547,924	125,501,514	750,000**	267,296,410	**1971**	270	2**	27
1972	271,330,537	114,424,673	0	156,905,864	**1972**	239	0	37
1973	230,381,145	160,933,557	2,812,444	66,635,144	**1973**	352	4	25
1974	307,781,474	168,998,012	19,800,000	118,983,462	**1974**	369	5	24
1975	259,485,961	131,065,860	0	128,420,101	**1975**	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	**1976**	413	3	32
1977	289,871,604	161,236,169	0	128,635,435	**1977**	344	0	25
1978	651,728,398	331,557,239	30,450,000	289,721,159	**1978**	586	5	51
1979	1,116,648,000	335,597,000	463,500,000	317,581,000	**1979**	546	52	47
1980	876,084,000	339,634,000	27,000,000	534,150,000	**1980**	424	3	35
1981	754,188,067	447,838,067	78,400,000	227,950,000	**1981**	625	6	24
1982	998,398,244	470,722,833	0	527,675,411	**1982**	597	0	30
Total	$8,707,421,295	$3,910,083,165	$1,261,169,883	$3,547,498,147	**Total**	9,737	NA	836

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility was counted as one station in computing the total number of stations traded.

*Prior to 1971 figures represent total number of deals involving both radio and television stations.
**Beginning in 1971, when the FCC's "one-to-a-customer" rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages.

tions, independent KTLA(TV) Los Angeles (ch. 5), will be spun off to Kohlberg, Kravis, Roberts & Co. For consideration, KKR will pay Signal $225 million for its interest in Golden West, plus $20 million to Autry, thus making it the highest price ever paid for a single station in broadcasting history. Also included in the deal are Golden West Productions, Golden West Videotape, and the company's subscription TV operation in the Dallas-Fort Worth area.

Gannett, as part of its campaign to trade up, also made a deal to swap its KOCO-TV Oklahoma City (ABC, ch. 5) for Chronicle Broadcasting's KRON-TV San Francisco (NBC, ch. 4) plus $100 million. Because it owns the maximum of five VHF's (and two U's) allowed by the FCC, it must sell one of each to acquire the Minneapolis and Boston outlets. Gannett is expected to spin off KARK-TV Little Rock, Ark. (NBC, ch. 4), to a local group led by that station's general manager. And last week it announced that it would sell WLKY-TV Louisville, Ky. (ABC, ch. 32), and WPTA(TV) Fort Wayne, Ind. (ABC, ch. 21), together, to Pulitzer Publishing Co. for a reported $24 million to $25 million.

Cincinnati-based Taft Broadcasting Co. and General Cinema Corp. recently filed applications at the FCC to exchange General Cinema's independent WCIX-TV Miami (ch.6) for Taft's WGR-TV Buffalo, N.Y. (NBC, ch. 2) plus $70 million. Broker estimates put the value of WCIX-TV in the neighborhood of $100 million.

Allbritton Communications, owned by Joe L. Allbritton, has an agreement to buy KATV(TV) Little Rock, Ark. (ABC, ch. 7), and KTUL-TV Tulsa, Okla. (ABC, ch. 8) from Leake TV Inc. for over $80 million. Allbritton owns one AM, one FM and three TV's.

Former Ziff Corp. President I. Martin Pompadur is putting together a group of general and limited partners to take the four remaining TV stations off Ziff's hands for $57 million. Ziff last year was granted FCC approval to sell WJKS-TV Jacksonville, Fla., and WRCB-TV Chattanooga (see below), following its announcement in the summer of 1981 that it was putting its TV stations on the block. The stations to be sold to Pompadur and company are WRDW-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio.

Time Inc. is about to complete its departure from broadcasting with its proposed sale of WOTV(TV) Grand Rapids, Mich. (NBC, ch. 8), to LIN Broadcasting Corp. for $32 million. Through its subsidiary, Time-Life Broadcasting Inc., Time once owned five TV's, including WRTV(TV) Indianapolis; KERO-TV Bakersfield, Calif.; KGTV(TV) San Diego, and KMGH-TV Denver, all sold to McGraw Hill Broadcasting in 1972 for $57 million. Time also is former 50% owner of KOB-TV Albuquerque, N.M.

Willoughby, Ohio-based Figgie International has proposed to sell WLIX-TV Onondaga, Mich., to Stephen Adams for $20.5 million. Adams last year was the principal behind the purchase of WGTU-TV Traverse City and satellite WGTQ-TV Sault St. Marie, both Michigan (see below), and also, subject to FCC approval, WTWN(AM)-WLAV(FM) Grand Rapids, Mich., for $6.25 million and WRTH(AM) Wood River, Ill., and KEZK(FM) St. Louis, for $5.18 million (BROADCASTING, Jan. 3).

Barry Ackerley, who last year bought WIXT(TV) Syracuse, N.Y. (see below), also has an agreement to buy KKTV(TV) Colorado Springs for $15.5 million, from Jackson, Miss.-based Capitol Broadcasting Co.

Capitol Broadcasting also has a deal to sell WJTV(TV) Jackson, Miss., to the News-Gazette Co. for $19 million.

San Joaquin Communications Corp., which bought KSEE(TV) Fresno, Calif., from McClatchy Newspapers in 1979 for $13.5 million, has proposed to sell that station to Des Moines, Iowa-based Meredith Corp. for $17,611,230. San Joaquin Communications is a group of local businessmen and ranchers who acquired the station after filing a competing application for KSEE(TV) facilities.

Meredith in addition announced that it would by the remaining 60% balance it already did not own of WOFL-TV Orlando-Daytona, Fla., for $16 million from the current stockholders.

Meredith also has a preliminary agreement to sell KCMO(AM)-KCEZ(FM) Kansas City, Mo., to Fairbanks Broadcasting for about $8 million and WOW(AM) Omaha to Great Empire Broadcasting for about $2 million. A proviso in Meredith's preliminary agreement with Great Empire calls for the latter to sell its co-located AM station, KYNN, by Jan.19 of this year. As of press time, Great Empire had not announced a buyer.

Publicly traded, Denver-based MSO United Cable Television Corp., which owns 20% of WBTI(TV) Cincinnati, announced it would buy the other 80% Buford Television Inc. for $7.5 million. The deal followed United's $20-million investment in Buford's Home Entertainment Network, an STV operation, in early 1982.

Richard Benedek, principal owner of WTAP-TV Parkersburg, W. Va., has agreement to buy WYTV(TV) Youngstown, Ohio (ABC, ch. 33), for $9 million, from Adams-Russell Co., and announced he would buy WBKO(TV) Bowling Green, Ky. (ABC, ch. 13) from Blue Grass Media Inc. for $4 million (see "Changing Hands").

Media General Inc., Richmond, Va., is buying WCBD-TV Charleston, S.C. (ABC, ch. 2), for $8 million from The State Record Co. Media General last year also was granted FCC approval to buy Ziff-Davis's WJKS-TV Jacksonville, Fla. (see below).

Ted Baze, vice president, general manager and 20% owner of KGMC(TV) Oklahoma City (independent, ch. 34), has agreed to buy the 80% balance of the stock for $7 million from General Media Corp.

Joseph D. Jones, former director of minority affairs at KHJ(AM)-KRTH(FM) Los Angeles, has proposed to buy WHCT-TV Hartford, Conn., from Faith Center Inc. for $4,875,000 under the FCC's distress sale policy.

What could have been the largest radio station group acquistion in the past year fell through last November. Surrey Broadcasting, licensee of KAIR(AM)-KJYK(FM) Tucson, Ariz., in late 1981 had proposed to buy six of the seven radio stations belonging to The Charter Co. for $32 million. The deal collasped when a group of European investors Surrey had brought in to supply equity pulled out, forcing Surrey to modify its agreement and propose instead to buy only three stations, WOKY(AM) Milwaukee; WMIL-(FM) Waukesha, Wis., and KYKY-FM St. Louis, for a total of $10 million. Although Surrey is still awaiting FCC approval to purchase those stations, it has already announced that the Wisconsin stations are on the block for $6 million.

What could turn out to be one of the biggest deals in 1983 was set in motion last year. The General Electric Co., which two years ago was unsuccessful in its $500-million bid to acquire Cox Broadcasting, announced all eight of its radio stations and two of three of its TV's were up for sale. Estimates on the value of GE's station portfolio varied slightly among brokers, but most put it in the range of $90 million to $100 million. GE said it would sell the stations anyway it could, piecemeal or in packages. As of press time, GE had not announced any buyers for its properties.

The following are summaries of broadcast station sales valued at more than $1.3 million and consummated last year:

VHF

The largest FCC-approved station trade in history went to Metromedia, which bought WCVB-TV Boston (ABC, ch. 5) for $220 million from Boston Broadcasters Inc., a group of 225 stockholders. To make room for its purchase, Metromedia sold KMBC-TV Kansas City, Mo. (ABC, ch. 9) to the Hearst Corp. for $79 million. Hearst now owns four AM's, three FM's and five TV's. The year before it acquired WDTN(TV) Dayton, Ohio (ABC, ch. 2) for $49 million.

Florida-based Gulf United Corp. bought the remaining 52% of KOOL-TV Phoenix (CBS, ch. 10) for $48 million from Tom Chauncey and Homer Lane. Gulf United earlier had picked up the other KOOL-TV stock from Gene Autry for $30 million. Gulf United now includes four AM's, six FM's and three TV's. It also sold WVOJ(AM) Jacksonville, Fla., for $600,000.

KVOA-TV Tucson, Ariz. (NBC, ch. 4), was sold to H&C Communications Inc. for $30 million. The buyer owns the *Houston Post*, three TV's and one AM. Jack Harris is president of the broadcast division.

Ziff-Davis was granted FCC approval to sell two TV's last year and has four more proposed sales pending at the FCC. Richmond, Va.-based Media General Co. bought WJKS-TV Jacksonville, Fla. (NBC, ch. 17), for $18 million, and Sarkes Tarzian bought WRCB-TV Chattanooga (NBC, ch. 3) for $16 million. I. Martin Pompadour brought together a group of investors to buy the other four for $57 million.

Pulitzer Publishing Co. sold WLNE(TV) Bedford, Mass.-Providence, R.I. (CBS, ch. 6), to Freedom Newspapers for 15.5 million.

The buyer is a Santa Ana, Calif.-based publisher of 31 daily and eight weekly newspapers owned by heirs of the late R.C. Hoiles. Freedom Newspapers now owns two TV's: it bought KTVL(TV) Medford, Ore., in 1981.

Pulitzer also has a deal awaiting FCC approval to swap KSDK(TV) St. Louis (NBC, ch. 5) for Multimedia's WXII(TV) Winston-Salem, N.C. (NBC, ch. 12), plus $9 million.

Barry Ackerly, who owns a Seattle-based outdoor and airport advertising firm, got into broadcasting by buying ABC affiliate WIXT(TV) Syracuse, N.Y. (ch. 9), from Larry Israel and Stephen Kumble for $13.8 million. The major stockholder in the seller was the WIXT Disposition Trust, which was administered by former trustees of Coca-Cola Bottling Co. of New York, which transferred its interests into the trust after it merged with Coca-Cola, Atlanta. Ackerly also bought, subject to FCC approval, CBS affiliate KKTV(TV) Colorado Springs (ch. 11), for $15.5 million.

KTVH(TV) Hutchinson (Wichita), Kan. (CBS, ch. 12), was sold by Cowles Media Co. to Kansas Broadcasting System Inc. for $11.5 million. Cowles bought KTVH in 1955 for $1 million, and still owns independent WDRB(TV) Louisville, Ky. (ch. 41), and a cable system serving Buffalo, N.Y. KTVH's buyer is principally owned by Ross Beach and Robert Schmidt, who own six AM'S, two FM's and two TV's and also acquired last year KAHL(AM)-KELN(FM) North Platte, Neb., for $810,000.

Wooster Republican Printing Co. bought multi-affiliated KFBB-TV Great Falls, Mont. (ch. 5), for $5.2 million from the estate of Donald P. Nathanson. The buyer, owned by Albert Dix and family, a Wooster, Ohio-based group owner of four AM's, four FM's and publisher of eight daily and 15 weekly newspapers, also bought ABC affiliate KCBJ-TV Columbia, Mo. (ch. 17), for $3.3 million.

WVII-TV Bangor, Me. (ABC, ch. 7), was sold to Seaway Communications Inc., for $3.3 million. The seller, owned by brothers John and Gerard Pineau, had no other broadcast interests. Seaway also owns WAEO-TV Rhinelander, Wis. (NBC, ch. 12), which was the first VHF to be acquired by minority representatives under the FCC's distress sale policy in 1978.

George Gillett sold KXON-TV Mitchell, S.D. (ABC, ch. 5), to Dakotaland Broadcasting Co. for $2 million. Gillett last year also sold CBS affiliate WSEE-TV Erie, Pa. (ch. 35), for $4.75 million. Dakotaland is owned by Sherwood L. Corner and Gilbert Moyle, who own two other TV's.

UHF

Richmond Va.-based Media General Corp. bought Ziff-Davis's WJKS-TV Jacksonville, Fla. (NBC, ch. 17) for $18 million. Media General is a publicly traded newspaper publisher that owns WFLA-TV Tampa, Fla. (NBC, ch. 8), and a cable system in Fredricksburg, Va. It also sold WFLA-AM-FM Tampa to John Blair and Co. for $14 million.

WDAU-TV Scranton, Pa. (CBS, ch. 22), was sold to Robert Dudley, Richard Benedek and Charles Woods for $12 million. Dudley is vice president at Avery-Knodel, New York station representative. Woods owns WTVY-FM-TV Dothan, Ala. (CBS, ch. 4), and WTVW(TV) Evansville, Ind. (ABC, ch. 7). Benedek owns WTAP-TV Parkersburg, W. Va. (NBC, ch. 15).

The Kansas State Network, owned by George Hatch and family, bought NBC affiliate KTSB(TV) Topeka, Kan. (ch. 27), for $10 million, from Ralph C. Wilson Industries. Hatch now owns a full complement of seven TV's plus six AM's and six FM's.

MMT Sales Inc.,a New York-based station representative, bought WSEE-TV Erie, Pa. (CBS, ch. 35), from George Gillett for $4.75 million. Gillett last year also sold KXON-TV Mitchell, S.D. (see above). The purchase represented MMT Sales's first venture into media ownership.

Philip J. Lombardo, the former president of Dun & Bradstreet's Corinthian Broadcasting, headed a group that bought WEZF-TV Burlington, Vt. (ABC, ch. 22), for $4.5 million. The Lombardo group included Hartstone & Dickstein, a Hartford, Conn.-in-

Put Our Experience To Work For You!

U.S. Broadcasting Company
has acquired
KQAK FM
(formerly KMPX)
San Francisco, California
for
$5,500,000
from
Golden Gate Radio, Inc.
We are pleased to have served as broker in this transaction.
BLACKBURN & COMPANY, INC.

C R B Broadcasting Corporation
has acquired
WAEB/WXKW – FM
Allentown, PA
for
$5,500,000
from
the stockholders of
Rust Communications Group, Inc.
We are pleased to have served as broker in this transaction.
BLACKBURN & COMPANY, INC.

H.B. Radio of New York, Inc.
A subsidiary of Doubleday Broadcasting
has acquired
WTFM-FM
for
$8,700,000
from
Friendly Frost, Inc.
We are pleased to have served as broker in this transaction.
BLACKBURN & COMPANY, INC.

Capitol Broadcasting Company, Inc.
has acquired
WRNL-AM and WRXL-FM
Richmond, Virginia
for
$4,000,000
from the
stockholders of
Rust Communications Group, Inc.
We are pleased to have served as broker in this transaction.
BLACKBURN & COMPANY, INC.

Palmer Communications, Incorporated
has acquired
WTNT/WLVW-FM
Tallahassee, Florida
for
$2,600,000
from
Robert E. Ingstad
We are pleased to have served as broker in this transaction.
BLACKBURN & COMPANY, INC.

The Sale
of
KFBB-TV
Great Falls, Montana
from
Advance Corporation
to
Wooster Republican Printing Company
has been closed.
We are pleased to have served as broker in this transaction.
BLACKBURN & COMPANY, INC.

Ogden Broadcasting of Virginia, Inc.
has acquired
WTON-AM
Staunton, Virginia
for
$1,650,000
from
Augusta County Broadcasting Corp.
We are pleased to have served as broker in this transaction.
BLACKBURN & COMPANY, INC.

TK Communications, Inc.
has acquired
KLVU-FM
Dallas, Texas
for
$8,500,000
from
SJR Communications, Inc.
a subsidiary of
San Juan Racing Association, Inc.
We are pleased to have served as broker in this transaction.
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vestment firm headed by Barry Dickstein, former president of Cincinnati-based Mariner Communications.

Joseph J. Brechner returned to broadcasting by putting together a group of limited partners to buy WMDT(TV) Salisbury, Md. (ABC, NBC, ch. 47), for $4 million.The station was in receivership at the time.

Independent KBSA-TV Guasti, Calif. (ch. 46), was sold to two nonprofit groups, Guadalupe Associates and deRance Inc., and other stockholders for $3.7 million. Several of the buyers included principals in KBSA-TV's former majority shareholder, Unity Minority Broadcasters, but excluded Leon Crosby, who held 48% of the stock.

WFFT-TV Fort Wayne, Ind., an independent on channel 55, was bought by the Charles Sawyer family for $3.3 million. The Sawyer family, based in Dayton, Ohio, now owns five AM's, four FM's and two TV's. In 1981 it acquired WHAG-TV Hagerstown, Md. (NBC, ch. 25).

The noncommercial Trinity Broadcasting Network, Santa Ana, Calif.-based owner of three TV's and permitee of two other TV's, bought independent WFTI-TV Poughkeepsie, N.Y. (ch. 54), for $2.9 million.

KLKK-TV Albuquerque, N.M., an independent on channel 23, was bought by entertainer Johnny Carson and 17 others, including playwright Neil Simon, singer Paul Anka, TV personality David Letterman and comedienne Joan Rivers, for $2,875,000 plus $830,000 for assumption of broadcast rights. Carson also owns 27% of independent KVUU-TV Las Vegas (ch. 5)..

Leon Crosby, former president and owner of KEMO-TV San Francisco, bought independent WJNL-TV Johnstown, Pa. (ch. 19), for $1,590,000. Crosby sold his 48% interest in KBSA-TV Guasti, Calif., (see above).

The FCC granted the distress sale of noncommercial WJAN(TV) Canton, Ohio (ch. 17), to the David Livingston Missionary Foundation for assumption of $1,346,250 debt. The station was owned by the PTL Television Network, Charlotte, N.C., which bought WJAN in 1977 for $2.5 million.

Center Group Broadcasting, owned by Stephen Adams, bought WGTU(TV) Traverse City (ABC, ch. 29), and its satellite, WGTQ(TV) Sault Ste. Marie (ch. 8), both Michigan, for $1.8 million. Center Group TV interests also include KIVA-TV Farmington, N.M. (NBC, ch. 12).

FM

Doubleday Broadcasting paid the most for a stand-alone FM in 1982—$8.7 million for WTFM(FM) Lake Success, N.Y. It also bought, subject to FCC approval, WMET(FM) Chicago from Metromedia for $9.5 million. Assuming the FCC approves the Chicago sale, Doubleday will own the full complement of seven FM's plus three AM's.

San Juan Racing Association sold its single remaining radio station, KLVU(FM) Dallas, to John Tenaglia and Robert Weary for $8.5 million. The buyers are the principal owners of WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla. SJR sold all its radio stations, except KLVU, in one of the big mergers of 1981, to Gulf United Corp.

Swanson Broadcasting, headed by Gerock Swanson, sold KEGL(FM) Fort Worth to Sandusky Newspapers for $8,315,000. Sandusky Newspapers also bought KWKI(FM) Kansas City, Mo. (see below), and now owns three AM's and six FM's.

Storer Broadcasting sold WLAK(FM) Chicago to Viacom International for $8 million. Viacom now owns two AM's, six FM's and two TV's. It also donated WWRL(AM) New York to the United Negro College Fund, which sold it to Unity Broadcasting (see below).

KBZT(FM) San Diego was purchased by brothers James and John Levitt for $6.3 million from Harold Gore and Norman Feur, who bought the station in 1978 for $965,000 plus $500,000 for a noncompete agreement. The Levitts also own KEZR(FM) San Jose, Calif.

Williamston, Mich.-based Liggett broadcast group bought WABX(FM) Detroit from Chicago-based Century Broadcasting Co. for $6 million. Liggett also sold WLOL(FM) Minneapolis to Jeffrey Smulyan and Michael Maurer for $6 million. Liggett Broadcasting is two-thirds owned by Robert Liggett and one-third by N. L. Bentson, who now owns one AM, five FM's and cable systems in Michigan.

New Jersey attorneys Frederick Mazey and Robert Elkins bought KMPX(FM) San Francisco for $5.5 million from Golden Gate Radio Inc. In 1981 Mazey and Elkins bought WGGG(AM) Gainesville, Fla.

Charter Co. sold WDRQ(FM) Detroit for $5 million to the Amaturo Group, a Fort Lauderdale, Fla-based group owner of two FM's and four TV's. Charter also had a deal to sell its six other radio stations to Surrey Broadcasting for $32 million, but that transaction was modified to sell only three for $10 million, subject to FCC approval.

WHOM(FM) Mount Washington, N.H., was sold for $3.5 million to a group headed by Frederick Godley, a New Canaan, Conn., investor.

Bill Lacey, principal owner of KXLS(FM) Enid, Okla., is the principal in a group that bought KLNK(FM) Oklahoma City from Sunbelt Communications for $3,456,000. Sunbelt bought the station two years earlier for $1.35 million.

KWKI(FM) Kansas City, Mo., was sold by Jimmy Swaggart Evangelistic Association to Sandusky Newspapers for $3.1 million. Sandusky also bought KEGL(FM) Fort Worth (see above).

Hollywood-based Shamrock Broadcasting, principally owned by Roy E. Disney and family, bought WFOX(FM) Gainesville, Ga., for $3,085,000 from L. H. Christian and family. Last year it also sold KYOK(AM) Houston (see below) and WBOK(AM) New Orleans, the latter for $900,000. It now owns one AM, five FM's and four TV's.

The Philadelphia-based Broadcast Enterprises National Inc., headed by Ragan Hen-

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ry, sold WFYV(FM) Atlantic Beach, Fla., to Metroplex Communications for $2.85 million. BENI last year also sold WCIN(AM) Cincinnati (see below). It now owns three AM's, one FM and one TV. Metroplex is a Cleveland-based group owner of one AM and four FM's owned by Norman Wain and Robert Weis. Last year they also sold WHTT(AM) Miami (see below).

WRKK(FM) Birmingham, Ala., was purchased by Mack Sanders for $2.6 million. Sanders last year also bought WNOX(AM) Knoxville, Tenn. (see below); WIZO(FM) Franklin, Tenn., for $800,000, and WYSH-AM-FM Clinton, Tenn. (see below). He spun off WYSH(AM) for $500,000 to comply with the FCC's multiple ownership rules. He now owns three AM's and three FM's.

Wendell Triplett sold WUSW(FM) Lebanon, Tenn., to Mooney Broadcasting for $2.5 million. The buyer is a Knoxville, Tenn.-based group owner of three AM's and three FM's which last year sold WMAK(FM) Hendersonville, Tenn. (see below), and sold WUNO(AM) San Juan, P.R. (see below).

WHHR(FM) Hilton Head Island, S.C., was sold to Hilton Head Broadcasting Corp. for $2.4 million. The buyer is owned by three Hilton Head businessmen who had no other broadcast interests.

Sixty percent of WFMR(FM) Milwaukee was purchased by Thomas Embrescia and others for $2 million. Embrescia led a group that owned the other 40%.

Patten Communications Corp. of Southfield, Mich., sold WNJY(FM) Riviera Beach-West Palm Beach, Fla., to Lappin Communications for $1,615,000. The buyer, owned by Robert Lappin and his wife, Dorothy, also owns WMAS-AM-FM Springfield, Mass.

KMXX(FM) Austin, Tex., was bought by Clear Channel Communications Inc. for $1.6 million. Clear Channel is a San Antonio, Tex.-based group principally owned by Lowry Mays and B. J. McCombs who now own four AM's and four FM's.

John Brown University sold KMCK(FM) Siloam Springs, Ark., to Jess Smith and Allen Burns for $1 million. Smith is news director at KKDA(AM) Dallas and Burns is a Dallas businessman.

Ogden Newspapers, publisher of the *Wheeling* (W. Va.) *News Register*, bought WMNB(FM) North Myrtle Beach, S.C. (and a CP for a new AM), for $1.5 million. Last year it also acquired WTON(AM) Staunton, Va. (see below).

KINT-FM El Paso, Tex., was sold by Taber Broadcasting Inc. to Great American Broadcasting Co. for $1.5 million. Great American, owned by B. Thomas Hoyt, the former president of Heftel Broadcasting, a major radio group, also bought KELP(AM) El Paso from Clear Channel Communications for $650,000 last year.

A group of businessmen from two Kansas towns, Russell and Hays, bought KJLS(FM) Hays for $1.35 million plus $100,000 for a five-year noncompete agreement. The group included Bruce Kent, a Hays attorney; Norman Brandeberry, a Russell oil and gas company executive, and Donald Buster, a Hays investor.

Mooney Broadcasting sold WMAK(FM) Hendersonville, Tenn., to Samuel H. Howard, for $1.35 million. Howard owns 78% of WVOL(AM) Berry Hill, Tenn., and one-third of KTPK(FM) Topeka, Kan.

Newhouse Broadcasting Corp., on its way to complete its divestiture of broadcasting, sold WTPA(FM) Harrisburg, Pa., for $1.25 million to Foster Media Corp., which is controlled by John H. Foster, who heads a Stamford, Conn.-based investment company and holds interests in three AM's and one FM.

Theodore Feinstein and family sold WLYN-FM Lynn, Mass., to Stephen Mindich for $1.1 million. Mindich is the publisher of the weekly *Boston Phoenix*.

WYBR(FM) Belvedere-Rockford, Ill., was purchased by Sentry Insurance, Stevens Point, Wis.-based mutual insurance company and group owner of six AM's and four FM's. It was sold by Jack Ambrozic, who also bought WLKE(AM)-WGGQ(FM) Waupun, Wis. (see below).

Bill Myers sold WZZC(FM) East Moline, Ill., to Sconnix Group Broadcasting Inc. for $1,080,000. Sconnix is a Laconia, N.H.-based group of three AM's and four FM's which last year also sold WDON(AM)-WSRK(FM) Oneonta, N.Y. (see below).

Walton Stations, a Pebble Beach, Calif.-based station group, bought KKCS-FM Colorado Springs from Mountain Center Broadcasting for $1,020,000. Walton Stations last year also bought co-located KYSN(AM) (see below) from a different seller and now owns four AM's and three FM's. John B. Walton is the principal owner.

Robert B. Taylor, former owner and general manager of WRKT-AM-FM Cocoa Beach, Fla., bought WXKE(FM) Fort Wayne, Ind., for $1 million.

WCOD-FM Hyannis, Mass., was sold by the estate of John Keljikan to Taylor Communications for $1 million. The buyer is a subsidiary of J. J. Taylor Distributing Co., a North Dartmouth, Mass., beer and wine distributing company.

AM

WOWO(AM) Fort Wayne, Ind., was sold by Westinghouse Broadcasting and Cable Inc. to Price Communications for $6 million. The buyer is a New York-based group that was formed to buy communications properties. Principal stockholders include Robert Price, who is a former general partner in Lazard Freres, a New York investment banking firm.

Metroplex Communications, owned by Norman Wain and Robert Weiss, sold WHTT(AM) Miami to Herbert Levin and others for $2.2 million. Levin is general manager of WQBA-AM-FM Miami.

Ragan Henry's Broadcast Enterprise National Inc. sold WCIN(AM) Cincinnati to

The Amaturo Group, Inc.
has acquired radio station
WDRQ-FM
Detroit, Michigan
from
Charter Broadcasting, Inc.
For $5,000,000
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KLM Communications for $2.2 million. KLM, owned by Ken McDowell, is a Cincinnati attorney and former account executive at WLWT(TV) Cincinnati.

Tom Chauncey bought back KARZ(AM) Phoenix from Stauffer Communications for $2 million. Chauncey also sold his interest in KOOL-TV Phoenix (see above) but kept co-located KOOL-FM.

Detroit investor Harvey Deutch bought WMZK(AM) Detroit from Booth American Co. for $2 million.

The employes of KOLT(AM) Scottsbluff, Neb., bought that station from Russell Hilliard and family for $1,867,500.

WRNG(AM) North Atlanta, Ga., was sold by Charles Smithgall to his son, Charles Smithgall III, the station's general manager for $1.8 million.

Taft Broadcasting sold KQV(AM) Pittsburgh to Richard Mellon Scaife for $1.75 million. Scaife publishes the daily *Sacramento* (Calif.) *Union* and a daily newspaper in Greensburg, Pa.

Ogden Newspapers bought WTON(AM) Staunton, Va., for $1.65 million. It also bought WMNB(FM) (and a CP for a new AM) in North Myrtle Beach, S.C., for $1.5 million (see below).

WLOU(AM) Louisville, Ky., was bought by John H. Johnson for $1.6 million. Johnson publishes *Ebony* and *Jet* magazines and also owns WJPC(AM) Chicago.

Viacom International Inc. donated WWRL(AM) New York to the United Negro College Fund which in turn sold it to the National Black Network for $1.5 million. National Black Network is a New York-based black-oriented news and information network principally owned by Eugene D. Jackson and Sydney L. Small. They also own WDAS-AM-FM Philadelphia and KATZ(AM) St. Louis, the latter they bought in 1981 for $2,695,000.

Willie Davis, former Green Bay Packers linebacker, bought KYOK(AM) Houston from Shamrock Broadcasting for $1.5 million. Davis's All Pro Broadcasting now owns three AM's, one FM and one TV.

WYCB(AM) Washington was purchased by its general manager, Howard Sanders, and secretary, Jacqueline Robinson, and others for $1,375,000. Sanders also was the principal owner in a group that purchased WENN-AM-FM Birmingham, Ala., for $3 million (see above).

Pebble Beach, Calif.-based Walton Stations bought KYSN(AM) Colorado Springs for $1.3 million. Walton, principally owned by John B. Walton, also bought co-located KKCS-FM from Mountain Center Broadcasting for $1.3 million. Walton Stations now include four AM's and three FM's.

Reno financial consultants Roger Larson and Hollis Norton bought KGU(AM) Honolulu for $1.3 million.

KXIV(AM) Phoenix was sold to Phoenix real estate developer Michael D. Levin for $1.2 million.

Jose J. Acosta and family, who own WFID(FM) Rio Piedras, P.R., bought WUNO-(AM) San Juan, P.R., for $1.2 million. The seller is the Knoxville, Tenn.-based Mooney Broadcasting Corp., which last year also sold WMAK(FM) Hendersonville, Tenn., for $1.35 million (see above) and bought WUSW(FM) Lebanon, Tenn., for $2.5 million (see above).

WNOX(AM) Knoxville, Tenn., was sold by Scripps-Howard Broadcasting to Mack Sanders for $1.2 million. Seller is publicly traded, Cleveland-based group owner of three AM's, four FM's and six TV's, part owned by Scripps-Howard Newspaper group. Buyer also last year bought WRKK(FM) Birmingham, Ala., and other stations (see above).

WRJZ(AM) Knoxville, Tenn., was sold by Eric Jorgensen to Glenview, Ill., broadcast consultants Burt Sherwood and Bill Hennes for $1.2 million.

Jacqueline Lindauer sought and was granted a waiver of the FCC's three-year-rule to sell KANC(AM) Anchorage to Community Pacific Broadcasting Corp. for $1,106,750. Lindauer, who bought the station in 1980 for $530,750, was granted the waiver on grounds of financial distress. Community Pacific also bought KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas-Monterey, all California (see below).

The Polish American Congress and a group of other investors headed by Algis Zaparackas, a design engineer with the Ford Motor Co., Detroit, bought WPON(AM) Pontiac, Mich., for $1,065,000.

KEND(AM) Lubbock, Tex., was sold to James Thrash and John Frankhouser for $1,015,000, who also own two AM's and two FM's.

Los Angeles Lakers basketball player Earvin Johnson Jr. bought KWBZ(AM) Englewood, Colo., for $1 million from John C. Mullins Jr., and his mother, Martha Welch.

KSCJ(AM) Sioux City, Iowa, was sold for $1 million to Apple Broadcasting Corp., owned by Sioux City businessmen Larry Magnuson and brothers William and Thomas Burke.

The San Juan archdiocese, owner of WORO(FM) Ponce, P.R., bought WKVM(AM) San Juan, P.R., for $1 million.

AM-FM Combinations

The highest price paid for a group of radio stations last year was the result of a merger between two Chicago-based corporations. Publicly-traded, diversified Northwest Industries sold its beverage subsidiary, which owned KKUA(AM)-KQMQ(FM) Honolulu and KJOI(FM) Los Angeles, to Beatrice Foods Co. A $20 million value was assigned to the radio stations in the $600 million deal. Beatrice later sold the Honolulu stations to Patrick Lannan and others (see below).

Heftel Broadcasting, principally owned by Representative Cecil Heftel (D-Hawaii), sold WXKS-AM-FM Medford, Mass., to a general partnership of WXKS-AM-FM employes and a group of limited partners for $15 million, headed by Richard Balsbaugh, vice president and general manager.

Richmond, Va.-based Media General Co. sold WFLA-AM-FM Tampa, Fla., to John Blair & Co. for $14 million. Media General last year also bought WJKS-TV Jacksonville, Fla., from Ziff Davis (see above). John Blair & Co. is a publicly traded, New York-based station representative and now owns two AM's, two FM's and three TV's.

Another station representative, Katz Communications, bought WDBO-AM-FM Orlando, Fla., from the Outlet Co. for $9.5 million. In 1981 Katz got into station ownership by purchasing group owner Park City Communications for $16 million and its station portfolio now includes three AM's and five FM's. Katz also bought WSYR-AM-FM Syracuse, N.Y., last year for $5.1 million from Newhouse Broadcasting.

Another pair of Orlando, Fla., radio stations, WLOF-AM-FM, was sold by Robert W. Rounsaville to Nationwide Communications for $7 million. The buyer is a subsidiary of Columbus, Ohio-based Nationwide Mutual Insurance Co. and through subsidiaries now owns three AM's, six FM's and three TV's. Last year it also bought a cable system serving 10 central Ohio communities for more than $10 million.

Cleveland-based Malrite Communications Group bought KLAK(AM)-KPPL(AM) Lakewood, Colo., for $7 million from a subsidiary of the Des Moines Register and Tribune Co., publisher of *Des Moines Register*. Malrite, headed by Milton Maltz, now owns six AM's, six FM's and four TV's.

Harris Enterprises, headed by former FCC Commissioner Robert Wells, bought WACO(AM)-KHOC(FM) Waco, Tex., for $2,668,000 from WACO Broadcasting Inc. Harris, a Garden City, Kan.-based newspa-

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per publisher, is principally owned by John P. Harris and family, and now owns seven AM's and five FM's.

KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, Calif., was sold by Thomas Jones and sister, Sally, to Dana Kott and wife, Carole, for $2.6 million. Dana Kott is the former owner of WCOD(FM) Hyannis, Mass.

Davenport, Iowa-based Palmer Communications bought WTNT(AM)-WLVW(FM) Tallahassee, Fla., from Robert Ingstad for $2.6 million. Ingstad also sold WDRV(AM)-WLVV(FM) Statesville, N.C. (see below). Palmer Communications now owns four AM's, four FM's and three TV's.

Leonard Strauss sold KLDY(AM)-KSAS(FM) Liberty, Mo., to Larry Saunders and Norman Beasley for $2,350,000. The buyers also own WWDE(AM)-WPEX(FM) Hampton, Va.

Ed Muniz bought out his other two partners, Michael O'Keefe and Brennan Bridgeman, to acquire WNNR(AM) New Orleans and WAIL(FM) Slidell, La., for $2,316,000. The three of them also sold KIEL(AM)-KEZQ(FM) Jacksonville, Ark., and Bridgeman and other principal bought out Muniz and O'Keefe's interest in KALO(AM)-KZZB(FM) Beaumont, Tex. (see both below).

WOKS(AM)-WFXE(FM) Columbus, Ga., was sold by Ken Woodfin and Milton Hirsch to a group led by John Lee for $2.3 million. Lee is president of KLBK-TV Lubbock and KTXS-TV Sweetwater-Abilene, all Texas.

Brothers Charles and Robert Mortimer sold KPTL(AM)-KKBC(FM) Carson City, Nev., to Woodward Communications for $2,050,000. Woodward Communications is a family-owned, Dubuque, Iowa, publisher of the daily *Dubuque Telegraph Herald* and group owner of four AM's and four FM's.

WMFR-AM-FM High Point, N.C., was sold by Frank Lambeth and family to Jack McCarthy and Carl Venters for $1.8 million. McCarthy is the former general manager of WPXI(TV) Pittsburgh, and Venters is the former president of Durham Life Broadcasting, Raleigh, N.C.

Arnold Morck sold KRKK(AM)-KQSW(FM) Rock Springs, Wyo., to Brian Cobb and Tom Geimer for $1.8 million. Cobb is a former general manager of KOA-AM-FM-TV Denver and Geimer is a Denver stockbroker.

Robert Ingstad, who sold WTNT(AM)-WLVW(FM) Tallahasee, Fla. (see above), also sold KGRZ(AM)-KDXT(FM) Missoula, Mont., for $1.75 million. The buyer is owned by Samuel C. Johnson and family. Johnson is a Racine, Wis., businessman.

WDRV(AM)-WLVV(FM) Statesville, N.C., was sold by Metrolina Communications Corp. to Raleigh, N.C.-based Capitol Broadcasting Inc. for $1.75 million. Capitol also sold KMAC(AM) San Antonio, Tex., last year for $1 million and is awaiting FCC approval to buy KBEQ(FM) Kansas, City, Mo. from Mariner Communications for $5.25 million. It now owns four AM's, six FM's and one TV.

Mark Woodlinger, former owner of KBEQ(FM) Kansas City, Mo., bought KCLO(AM)-KTRO(FM) Leavenworth, Kan., for $1.7 million.

Radio and TV entertainer Ralph Edwards sold KNTB(AM)-KLYD(FM) Bakersfield, Calif., to American General Media Corp. for $1,375,000 plus $300,000 for a noncompete agreement. AGMC's broadcast interests now include three AM's and three FM's. AGMC spun-off KNTB to Alexander Klien Jr. and his wife, Barbara, for $650,000.

KTYL-AM-FM Tyler, Tex., was sold to a group led by Atlanta refrigerated transport company executive Richard Beauchamp for $1.6 million.

W.J. Wheeler sold KTGR(AM)-KCMQ(FM) Columbus, Mo., to group headed by Jim McCruden for $1,286,250 plus $375,000 for a noncompete agreement. McCruden's broadcast interests now include three AM's and two FM's.

Daniel Kops and Richard Monahan sold WAVZ(AM) New Haven and WKCI(FM) Hamden-Hartford, Conn., to Eastern Broadcasting Corp. for $6 million. Eastern is a Washington-based group of five AM's and five FM's principally owned by Roger Neuhoff, president.

KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas-Monterey, both California, were sold by Kilibro Broadcasting Corp. and Monterey Peninsula Communications Inc. to Community Pacific Broadcasting Corp. for $5,650,000. The buyer, based in Gresham, Ore., is principally owned by David Benjamin, chairman, and Charles Banta, president, and also bought KANC(AM) Anchorage, Alaska last year (see above). They now own seven AM's and three FM's.

William Rust Jr. and family reduced their broadcast group to four AM's and four FM's by selling WAEB(AM)-WXKW(FM) Allentown, Pa., to Carter Burden and Edward Rogoff for $5.5 million. Burden and Rogoff also own WTCR(AM) Kenova and WHEZ(FM) Huntington, W. Va., which they bought in 1981 for $2.5 million.

Affiliated Communications, a subsidiary of *Boston Globe* publisher, sold WSAI-AM-FM Cincinnati for $5.2 million to Booth American Co. In 1981 Affiliated closed on the purchase of WAIV-AM-FM Jacksonville, Fla., so its broadcast interests stayed even at five AM's and five FM's.

WSYR-AM-FM Syracuse, N.Y., wa sold by Newhouse Broadcasting to Katz Communications for $5.1 million. Katz also bought WDBO-AM-FM (see above).

McClatchy Newspapers sold KOH(AM)-KNEV(FM) Reno and KBEE-AM-FM Modesto, Calif., to John Price and family for $4.5 million. McClatchy, besides publishing newspapers in Fresno and Sacramento, both California, still owns two AM's, two FM's, one TV and California and Reno, Nev., cable franchises. The Price family owns KKRD-FM Wichita, Kan., and KROW(AM) Reno, and also bought, subject to FCC approval, WWVA(AM)-WCPI(FM) Wheeling, W. Va., and KCPX-AM-FM Salt Lake City from Columbia Pictures Industries for $11.75 million.

Francis Lough and Irving Cottrell sold WLNA(AM)-WHUD(FM) Peekskill, N.Y., to Gary B. Pease for $4.2 million. Pease is former vice president of General Communicorp, New Haven, Conn.

Boston neurosurgeon David A. Roth bought KCBN(AM)-KRNO(FM) Reno from Lorraine W. Arms for $3.775 million. The year before Roth bought WIRA(AM)-WOVV(FM) Fort Pierce, Fla., for $2.225 million.

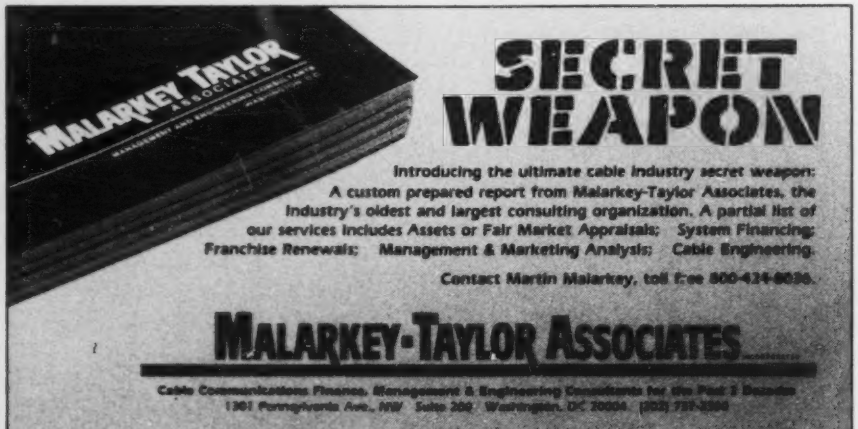
John S. Tyler sold KATT-AM-FM Oklahoma City to Surrey Broadcasting for $3.65 million. Surrey owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and has modified an agreement to buy WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis., along with KYKY-FM St. Louis for $10 million from Charter Broadcasting. It originally planned to buy six of Charter's seven radio stations for $32 million.) Surrey also announced it would sell the Wisconsin stations for $6 million once it was granted FCC approval to buy the stations from Charter.

WCRT(AM)-WQEZ(FM) Birmingham, Ala., was bought by Mobile, Ala-based Capitol Broadcasting Corp. for $3,381,000. Capitol now owns four AM's and four FM's.

A.G. Gaston sold WENN-AM-FM Birmingham, Ala., for $3 million to a group led by Howard Sanders, who also was the principal in the group that bought WYCB(AM) Washington (see above).

Marvin Josephson Associates, the publicly traded New York-based international talent agency and producer of *Captain Kangaroo*, bought WVKO-AM-FM Columbus, Ohio, for $3 million. Josephson International now owns three AM's and three FM's.

William Matta sold WCKG(AM)-WFFM(FM) Braddock, Pa., for $3 million to Robert Benns, president and 50% owner of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A.S. Abell Co., publisher of the *Baltimore Sun* and owner of WMAR-FM-TV Baltimore, bought WTJZ(AM) Newport News and WQRK(FM) Norfolk, Va., for $3 million. Last year it also bought WCRJ-AM-FM Jacksonville, Fla., for $2,093,000 and now owns two AM's, four FM's and one TV.

Ed Muniz, Brennan Bridgeman and Michael O'Keefe sold KIEL(AM)-KEZQ(FM) Jacksonville, Ark., to a group led by Robert Understein for $1.5 million. Muniz also bought out his other partners' interest in WNNR(AM) New Orleans and WAIL(FM) Slidell, La. (see above) and Bridgeman bought out Muniz and O'Keefe's interests in KIEL-(AM) and KALO(AM)-KZZB(FM) Beaumont, Tex. (see below). Understein is former principal in WAVA(FM) Arlington, Va., which was sold last year to Doubleday Broadcasting for $8 million.

KYLT-AM-FM Missoula, Mont., was sold to Phillip B. Huff and others for $1.5 million. Huff, a Boulder, Colo., radio promoter and merchandiser, has no other broadcast interests.

James Harbart sold KSEK(AM)-KMRJ(FM) Pittsburg, Kan., to Richard Chegwin and John David for $1.45 million. Chegwin and David also own KVRO(FM) Stillwater, Okla.

WTIP(AM)-WTIO(FM) Charleston, W. Va., was sold by Gus Zaharis to Beasley Broadcast Group for $1,425,000. The Beasley group now includes six AM's and seven FM's.

Terry Jacobs bought WKYG(AM)-WQAW(FM) Parkersburg, W. Va., for $1.4 million. Jacobs now owns four AM's and two FM's.

Paul Reid sold WLAG(AM)-WWCG(FM) La Grange, Ga., to Robert Williams and others for $1,370,000. Williams is a former marketing director at McGavren Guild, New York.

Charles Jordan and Gary Ackers bowed out of KRMD-AM-FM Shreveport, La., by selling their interests to their other partners, Robert Hyde and Jim Phillips, for $1,350,000.

Richard Surles sold WISP(AM)-WQDW(FM) Kinston, N.C., to Thomas Joyner and David Weill for $1.35 million. Joyner owns 50% of WCLE(AM)-WQLS(FM) Cleveland, Tenn.

KOLE(AM) Port Arthur and KZOM(FM) Orange, both Texas, was sold to Dale Palmer and Jimmy Welch for $1,325,000. Palmer is a former principal in Tyler, Tex.-based Center Group Broadcasting, but sold his interest to other partner, Steve Adams, last year.

Beatrice Beverage Co. sold KKUA(AM)-KQMQ(FM) Honolulu to J. Patrick Lannan Jr. and others for $1.35 million. Beatrice Foods, parent of seller, acquired the Honolulu stations along with KJOI(FM) Los Angeles from Northwest Industries as part of a $600-million merger of Northwest's beverage subsidiaries, which were licensees of stations (see above).

Kerby Confer and Paul Rothfuss sold WKRT(AM)-WNOZ(FM) Cortland, N.Y., to Robert Burstein, John Laubach and Larry Garrett for $1.35 million. Burstein and Laubach own WCCK(AM)-WEYZ(FM) Erie, Pa., where Garrett is general manager. Confer and Rothfuss also bought WDIX(AM)-WPJS(FM) Orangeburg, S.C., for $1.25 million.

Sconnix Group Broadcasting, which bought WZZC(FM) East Moline, Ill. (see above), also sold WDOS(AM)-WSRK(FM) Oneonta, N.Y., for $1.3 million to group of New York investors led by John McGeehan and Jan Mitchell. □

Mixed reviews on 1982 from brokers

Whether buyers or sellers had better year is open to question, but business remained upbeat; 1983 could be banner year if interest rates and FCC multiple ownership limits recede

Brokers are divided in their appraisals of the 1982 station trading season. Some say it was a seller's market, others say buyers were still in hiding, waiting for interest rates to drop. Declining prices of the average stand-alone AM and FM radio station presented no concern. Many brokers said that if 1982 was not the best year they ever had, it was as good as most years. A few brokers proclaimed 1982 "excellent," or "the best year we ever had."

Whatever their fortunes in 1982, brokers see a promising 1983. They expect interest rates to continue to fall in 1983, bringing down the cost of borrowing money and sparking a brisk year of station trading.

Across the board, brokers report the trends they reported in 1980 and 1981: Stand-alone AM's are difficult to sell; more radio station deals are owner-financed with the seller taking back paper to help the buyer take over the property.

"Television and radio are still a healthy business. There are still more buyers than sellers, but it's tough to pay high prices in a money market that is difficult and an economy that is difficult," explained Jim Blackburn, president of Blackburn & Co., Washington. Blackburn added that his firm handled "far fewer facility buys" in 1982 than previously, explaining that buyers were giving a hard look to cash flow and the station's financial record, rather than seeking out a poorly rated station and attempting to turn it around.

The high cost of money, brokers agree, hits the newcomers to broadcasting hardest. Cecil Richards, of Falls Church, Va., who has been in the media brokerage business for 15 years and who handled the $86-million San Juan Racing Association-Gulf United station group merger of 1981, reported: "There's always been money available [to buy a station]; it's just the high cost of it that's the problem. There are a lot of buyers out there waiting for the interest rates to come down significantly and substantially. They haven't come down that far to shake lose all those buyers. I think [1983 is] once again going to be a seller's market."

But Richards reports he got fewer calls from entreprenuers last year, from the prospective buyer who is an announcer or a sales manager at a radio station, has saved a little money and is hoping to put together a leveraged deal to buy a station. "Most of them are aware that it just isn't the right time to even try," Richards said.

Bill Chapman of Chapman Associates, Atlanta, Ga., estimated his firm handled about one broadcast station sale per week last year, and currently has over 150 properties listed across the country. All-cash deals are continuing to disappear, Chapman believes, and he sees "more and more discrimination by the buyers in seeking earnings as well as facilities." The more demanding buyers, Chapman thinks, also helped to bring down the multiples—one of the ingredients that goes into appraising the value of a broadcast station.

Brokers warn, however, against relying too heavily on multiples, whether based on gross revenues or on cash flow. Robert Mahlman, a New York broker who specializes in radio properties, pointed out that radios multiples vary from market to market. "I don't think they've fallen drastically for excellent facilities in the sunbelt areas," Mahlman said, but "they have fallen in industrial areas." For industrial areas, Mahlman reported multiples are in the range of two-to-two-and-a-half times gross revenues, and eight to eight-and-a-half times operating cash flow. In sunbelt areas, Mahlman said, "we're still in the three's and the ten's" for stand-alone FM's and AM-FM combinations with good facilities. Mahlman reports that for his last fiscal year he had handled about

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$18 million in radio station transactions.

Ted Hepburn, a Cincinnati-based broker who had eight closings in 1982 totaling more than $52 million, saw a "softening" in 1982 station trading, especially in the first three quarters of the year, which he attributes to "the sluggish economy and the high cost of money." Although Hepburn still sees no "roaring optimism" among players in station trading, he notes that the market continues to perk along because "people have learned to live with it."

Hepburn agreed with Mahlman that multiples do not remain constant between markets. Hepburn even sees the gap between certain markets growing ever wider, "where the disparity between the haves and have-nots is becoming more evident." Explained Hepburn: "An FM station in Atlanta is going to command a significant multiple, as it would in Dallas or Houston. But that same station in Detroit, Cleveland or even Birmingham, Ala., might [carry a] 30 or 40% lower multiple. Where you might get 11 or 12 times in Atlanta or Dallas, you might get six or seven times in another market."

Howard Stark, a New York broker, points out that the FCC's rule limiting group ownership to seven AM's, seven FM's and seven TV's contributes to TV station trading. Most of the major trading is among full group owners, who must sell a TV to make room for another in their push to trade up, Stark explained. But after a point, Stark added, there is no more room for movement. "If you look at who owns the major markets, the major groups own most of those, and they wouldn't sell any of them unless they could upgrade, and it's tough to upgrade a major market," Stark said. If the FCC lifts or relaxes its limits on station ownership, Stark foresees an increase in trading activity, but he predicts major group owners and the networks will be relatively unaffected. Stark thinks the FCC will keep a limit on the percentage of the total audience a given owner can reach. Stark closed two TV station sales in 1982 totaling $157 million, and arranged three other major market deals involving four TV's collectively worth $492 million, he said.

The supply of good TV's for sale is "very limited," said Richard Crisler, a Cincinnati broker, who recently brokered the Pulitzer purchase of two of Gannett's TV stations (see "Changing Hands"), and Pulitzer's sale to Freedom Newspapers of WLNE-TV New Bedford, Mass.-Providence, R.I. His partner, Clyde Haehnle, reports the TV market may even be beginning to soften slightly. "We're no longer getting 10-times multiples on that side of the fence. We're looking at nine times. Financial institutions will not lend much if you're talking over nine times."

However, with stand-alone FM's, Crisler believes "there's no real multiples because [the principals] are looking at the market and the chance to do business." And "for a good facility AM station there are buyers," Crisler said, although generally his opinion is that for other stations it is a seller's market.

The decrease over the past two years in the average price of stand-alone AM and FM stations is principally due, Crisler and Haehnle say, to an increase in the volume of smaller stations being sold off. The reason, Crisler tersely explained, is that "a lot of them don't make any money."

Dick Kozacko of the Keith W. Horton Co., Elmira, N.Y., reported he did in 1982 "about half the volume" of the previous year, but still handled about 10 sales totaling over $5 million. "Performance is definitely far more meaningful than it ever was before," Kozacko asserted, with buyers giving a more cautious look at the kind of debt they are going to have to service.

When brokers talk about the big deals, the sales of TV stations in major markets, they usually end up talking about the same person who, they suggest, has been a major impetus behind recent TV trading: John W. Kluge, chairman of Metromedia Inc. Kluge's overtures to buy Field Enterprises' WFLD-TV Chicago at a premium price may have motivated Field to sell out of television altogether while the market was hot, brokers hypothesize, and that set off a chain-reaction as group owners scrambled to trade up. Gannett, which has agreements to buy two of Field's stations and one of Metromedia's and to swap another plus cash for Chronicle Broadcasting's San Francisco VHF, also has agreements to sell two TV's to Pulitzer and another to one of its general managers. Without that sort of trading, brokers say the last quarter of 1982 would have been a good deal less exciting. ■

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Lansing lands. Former 20th Century-Fox Productions President Sherry Lansing has formed a new independent production company with producer/director Stanley Jaffe, based at Paramount Pictures in Los Angeles. Under terms of the five-year exclusive production agreement, Hollywood-based Lansing and New York-based Jaffe will co-produce their own films and produce films that Jaffe directs, and will acquire completed features for distribution through Paramount. No films are in development now, but a studio spokesman said about three or four films per year are expected from the partnership. Lansing resigned last month from her post at Fox (BROADCASTING, Jan. 3), and it had been speculated that she might head the newly formed studio backed by Home Box Office, CBS Inc. and Columbia Pictures.

TF-1	France
Transtel	West Germany
TV Service of Oyo State	Nigeria
Unifrance	France
VCI	France
Visnews	U.K.
Westchester Films	U.S.

'MH, MH' to return

Popular late-night show will be made available by Embassy

For the first time since its original 1976-77 syndication, the *Mary Hartman, Mary Hartman* comedy/drama series is being made available to television stations, Embassy Telecommunications President Gary Lieberthal announced last week.

All 325 episodes of the half-hour strip will become available beginning April 4 as part of what Embassy termed "a master plan designed to ultimately provide ongoing original entertainment programing to local stations."

Lieberthal told BROADCASTING he expects Embassy to have a new scripted series available by the time the re-released program completes its second run in June 1984. "What made *Mary Hartman, Mary Hartman* economically viable was the cooperative formed by both independent stations and network affiliates," he said. "Our goal is to build that 'network' again and, with it, create the base for another first-run entertainment series."

Lieberthal expects most stations to schedule the re-released program in late fringe periods, although several are placing it in prime time and late afternoon slots. *Mary Hartman, Mary Hartman* has been sold in "about 20" markets so far, including seven of the top 10. Sales in New York and Los Angeles are expected "in about a week." Among markets where the series has been sold are Chicago (WFLD-TV), Philadelphia (WKBS-TV), San Francisco (KBHK-TV), Boston (WLVI-TV), Detroit (WJBK-TV), Cleveland WJKW-TV), Dallas-Fort Worth (KTVT-TV), Houston (KHTV-TV) and Seattle-Tacoma (KSTW[TV]).

Lieberthal describes the show as "blue-collar, middle-America humor" that has not become dated during the intervening seven years. "Nearly 70% of the women who are 18 to 28 years old now—who were the backbone of this show—were under the age to watch it then. There's a whole new audience out there."

Mary Hartman, Mary Hartman was carried by about 125 stations during its first run, which began in January 1976. □

ABC takes out insurance policy for Olympics

Policy for summer games includes ratings protection

ABC has purchased a $200-million insurance policy for its coverage of the summer Olympics to be held in Los Angeles. It paid $225 million for the rights to those games and $8 million for the premium on the policy.

The network usually does not take out policies on sporting events, but with such high stakes (it expects to gross $425 million) and given NBC's loss of Olympic coverage in 1980, ABC opted for protection. In 1980 the U.S. and several other western nations, protesting the Soviet invasion of Afghanistan, boycotted the Moscow games, to which NBC had acquired broadcast rights. NBC was insured by Lloyd's of London, paying a little more than $2 million for an $85-million policy. After protracted negotiations, it received the full indemnification from Lloyd's.

Stephen Brett, an executive with Fireman's Fund, said the ABC policy is the largest ever written to cover broadcasting rights and production for a sporting event.

It insures against a long list of circumstances that could cause expenses ($225 million in rights fees and production costs that may total an additional $100 million) to exceed revenues derived from the coverage. And only if that happens can the policy be invoked, Brett said.

Among the circumstances listed in the policy for which ABC would be compensated is the withdrawal of one or more of 10 key countries, the U.S., the Soviet Union, East Germany, France, Great Britain, China, West Germany, Japan, Canada and Australia. ABC also would be covered if the Olympics were canceled because of an earthquake, not uncommon in California, a political disturbance, war or acts of terrorism.

ABC would also be paid if it sustains revenue losses because audience ratings fall below a certain level, if production or transmission equipment malfunctions or if labor disputes develop.

Fireman's Fund, a subsidiary of American Express, is said to be the nation's largest entertainment-industry insurer. Its main competitors are Lloyd's and Chubb Custom Market, based in New York. Most of Chubb's business is in the production of television commercials. □

Ratings Roundup

Despite a ratings average lower than that it has tended to capture in recent weeks, CBS-TV scored its 11th prime time ratings win this season in the week ending Sunday, Jan. 2. Averaging a 17.9 rating and 28.9 share compared with ABC-TV's 16.5/26.9 and NBC-TV's 14.1/22.9, CBS won Thursday, Friday and Sunday, while ABC took Tuesday and Saturday and NBC, winning two nights in the same week for the first time since it broadcast the World Series in September, took Monday and Wednesday.

Season-to-date ratings continued to give CBS (18.2/29) nearly a two-point lead over ABC (16.4/26) and nearly a three-point lead over NBC (15.3/25).

NBC's Monday night win was its third in as many weeks and came from its *Monday Night Movie*, the feature film *Skeezer* (19.1/30) and its series *Little House on the Prairie: a New Beginning* (19.30). That lineup averaged a 19.1/30 over ABC's average (16.3/25.9) for *Monday Night Football*, a game between the Buffalo Bills and Miami Dolphins (18.6/32) and an *ABC News Closeup, The Way to Dusty Death* (10.4/17). CBS averaged a 16.1/25.4 for its regular series that night.

On Wednesday, NBC won with reruns of its regular series lineup of *Real People* (17.3/28), *Facts of Life* (17.9/28), *Family Ties* (17/26) and *Quincy, M.E.* (15.1/25) which beat reruns of ABC's *Tales of the Gold Monkey* (11.9/19) and *Fall Guy* (15/23) and an original episode of *Dynasty* (19.3/32) averaging 15.4/24.6. CBS (13.6/22) came in third for the night with *Seven Brides for Seven Brothers* (13.7/22) and its Wednesday night movie, *Miss All-American Beauty* (13.5/22).

The First 20

1.	*60 Minutes*	CBS	28.8/42
2.	*Sugar Bowl*—"Georgia vs. Penn State"	ABC	24.4/38
3.	*Hart to Hart (R)*	ABC	24.1/41
4.	*One Day at a Time*	CBS	23.6/36
5.	*Jeffersons*	CBS	23.4/34
6.	*Gloria*	CBS	22.4/32
7.	*Three's Company (R)*	ABC	21.5/33
8.	*CBS Saturday Night Movie*—"The Black Stallion"	CBS	21.1/33
9.	*Rose Bowl Game* (8-8:24 p.m.)	NBC	21.0/33
10.	*Magnum, P.I.*	CBS	20.7/34
11.	*Archie Bunker's Place*	CBS	20.6/30
12.	*CBS NFL Football-game 2 (S)*	CBS	20.3/33
13.	*9 to 5*	ABC	20.2/32
14.	*Simon & Simon*	CBS	19.9/33
15.	*M*A*S*H*	CBS	19.5/30
16.	*Dynasty*	ABC	19.3/32
17.	*Hill Street Blues*	NBC	19.2/33
18.	*NBC Monday Night Movie*—"Skeezer"	NBC	19.1/30
19.	*Little House on the Prairie: A New Beginning (R)*	NBC	19.0/30
20.	*Trapper John, M.D.*	CBS	18.9/32

The Final Five

61.	*Secrets of the Bermuda Triangle*	NBC	10.1/21
62.	*Voyagers*	NBC	9.8/15
63.	*Orange Bowl Game*—"Nebraska vs. LSU"	NBC	8.9/14
64.	*NBC White Paper*, "Reagan at Midterm"	NBC	8.7/15
65.	*ABC Friday Night Movie*—"The Ivory Ape"	ABC	8.4/17

Nielsen charts cable universe at 35% penetration

What television market has the highest level of cable penetration? According to Nielsen's latest (November 1982) market-by-market figures, it's Santa Barbara-Santa Maria-San Luis Obispo, Calif. Nielsen reports that 78.5% of the television homes in the mid-sized market midway between San Francisco and Los Angeles are now wired to receive cable services.

Close behind Santa Barbara are several smaller markets: Marquette, Mich. (74.3%); San Angelo, Tex. (72.7%); Clarksburg-Weston, W. Va. (71.1%), and Parkersburg, W. Va. (70.7%).

Although Nielsen's top five television markets accounted for millions of cable homes, their percentages of cable penetration were considerably lower than those of smaller markets: New York (29.7%); Los Angeles-Palm Springs, Calif. (23.8%); Chicago (11.9%); Philadelphia (36.3%), and San Francisco-Oakland (44.1%).

Nielsen's national figures, released earlier with the Arbitron market-by-market numbers, show that 29.3 million homes now have cable, 35% of the estimated 83.3 million homes with television in the U.S. (BROADCASTING, Dec. 20, 1982). The Nielsen figures indicate that the cable universe has grown substantially since November 1981, when the rating service counted 23.2 million cable homes (28.3% of all television homes). The number of cable subscribers has jumped 26% over the past year as cable operators increased subscribership at a rate of more than half a million a month.

Because of differences in methodologies and definition of television markets, the Arbitron cable penetration figures have been consistently lower than those of Nielsen. Arbitron's November 1982 numbers show 24.7 million homes, 30% of its estimated 83.5 million television homes.

The Nielsen Designated Market Areas (DMA's) and their cable penetration follow:

Market	Cable penetration
Abilene-Sweetwater, Tex.	63.4
Ada-Ardmore, Okla.	51.1
Albany, Ga.	46.1
Albany-Schenectady-Troy, N.Y.	50.9
Albuquerque, N.M.	35.2
Alexandria, La.	49.8
Alexandria, Minn.	35.8
Alpena, Mich.	51.0
Amarillo, Tex.	60.9
Anchorage	13.3
Atlanta	32.8
Augusta, Ga.	41.1
Austin, Tex.	47.0
Bakersfield, Calif.	62.7
Baltimore	18.3
Bangor, Me.	32.7
Baton Rouge	45.2
Beaumont-Port Arthur, Tex.	36.5
Beckley-Bluefield-Oak Hill, W. Va.	63.9
Bend, Ore.	54.5
Billings-Hardin, Mont.	45.2
Biloxi-Gulfport-Pascagoula, Miss.	60.6
Binghamton, N.Y.	59.4
Birmingham-Anniston, Ala.	40.0
Boise, Idaho	31.9
Boston-Manchester-Worcester	27.1
Bristol, Va.-Kingsport, Johnson City, Tenn.	43.9
Buffalo, N.Y.	54.8
Burlington, Vt.-Plattsburgh, N.Y.	45.6
Butte, Mont.	60.3
Casper-Riverton, Wyo.	65.9
Cedar Rapids-Waterloo, Iowa	31.5
Champaign-Springfield-Decatur,Ill.	57.3
Charleston, S.C.	37.3
Charleston-Huntington, W.Va.	55.5
Charlotte, N.C.	29.0
Chattanooga, Tenn.	37.0
Cheyenne,Wyo.-Scottsbluff, Neb.-Sterling, Colo.	62.0
Chicago	11.9
Chico-Redding, Calif.	57.9
Cincinnati	21.6
Clarksburg-Weston, W.Va.	71.1
Cleveland-Akron	30.4
Colorado Springs-Pueblo	37.5
Columbia-Jefferson City, Mo.	37.4
Columbia, S.C.	38.1
Columbus, Ga.	47.6
Columbus-Tupelo, Miss.	43.9
Columbus, Ohio	41.3
Corpus Christi, Tex.	48.7
Dallas-Fort Worth	26.8
Davenport, Iowa-Rock Island-Moline, Ill.	42.5
Dayton, Ohio	45.5
Denver	19.5
Des Moines-Ames, Iowa	37.9
Detroit	13.4
Dothan, Ala.	40.3
Duluth, Minn.-Superior, Wis.	38.2
El Paso, Tex.	46.8
Erie, Pa.	41.7
Eugene, Ore.	58.6
Eureka, Calif.	65.8
Evansville, Ind.	46.9
Fairbanks, Alaska	33.2
Fargo-Valley City, N.D.	49.7
Flint-Saginaw-Bay City, Mich.	38.4
Florence, S.C.	46.0
Fresno, Calif.	28.8
Ft. Myers-Naples, Fla.	60.5
Ft. Smith, Ark.	54.4
Ft. Wayne, Ind.	36.0
Gainesville, Fla.	57.1
Glendive, Mont.	60.0
Grand Junction-Montrose, Colo.	53.3
Grand Rapids-Kalamazoo-Battle Creek, Mich.	40.7
Great Falls, Mont.	51.0
Green Bay, Wis.	29.0
Greensboro-Winston Salem-High Point, N.C.	31.7
Greenville-New Bern-Washington, N.C.	38.7
Greenville-Spartanburg, S.C.-Asheville, N.C.	33.0
Greenwood-Greenville, Miss.	60.0
Harlingen-Weslaco, Tex.	37.6
Harrisburg-York-Lancaster-Lebanon, Pa.	52.0
Harrisonburg, Va.	43.9
Hartford-New Haven, Conn.	51.6
Hattiesburg-Laurel, Miss.	40.4
Honolulu	50.2
Houston	33.3
Huntsville-Decatur-Florence, Ala.	44.2
Idaho Falls-Pocatello	46.3
Indianapolis	31.2
Jackson, Miss.	45.7
Jackson, Tenn.	49.1
Jacksonville, Fla.	34.8
Johnstown-Altoona, Pa.	68.3
Jonesboro, Ark.	51.6
Joplin, Mo.-Pittsburg, Kan.	42.3
Kansas City, Mo.	38.2
Knoxville, Tenn.	37.6
La Crosse-Eau Claire, Wis.	45.0
Lafayette, Ind.	61.0
Lafayette, La.	48.5
Lake Charles, La.	54.0
Lansing, Mich.	47.4
Laredo, Tex.	70.4
Las Vegas	8.2
Lexington, Ky.	45.7
Lima, Ohio	66.9
Lincoln-Hastings-Kearney, Neb.	44.1
Little Rock-Pine Bluff, Ark.	33.3
Los Angeles-Palm Springs	23.8
Louisville, Ky.	31.9
Lubbock, Tex.	47.1
Macon, Ga.	51.5
Madison, Wis.	38.8
Mankato, Minn.	51.0
Marquette, Mich.	74.3
Mason City, Iowa-Austin-Rochester, Minn.	37.9
Medford-Klamath Falls, Ore.	55.0
Memphis	30.5
Meridian, Miss.	41.0
Miami-Ft. Lauderdale	30.0
Milwaukee	17.7
Minneapolis-St. Paul	11.6
Minot-Bismarck-Dickinson, N.D.	46.8
Missoula-Butte, Mont.	49.7
Mobile, Ala.-Pensacola, Fla.	45.0
Monroe, La.-El Dorado, Ark.	39.4
Monterey-Salinas, Calif.	66.2
Montgomery, Ala.	45.0
Nashville, Tenn.-Bowling Green, Ky.	27.4
New Orleans	30.7
New York	29.7
Norfolk-Portsmouth-Newport News- Hampton, Va.	36.3
North Platte, Neb.	37.9
Odessa-Midland-Monahans, Tex.	65.1
Oklahoma City	44.0
Omaha	30.1
Orlando-Daytona Beach, Fla.	46.0
Ottumwa, Iowa-Kirksville, Mo.	48.7
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill.	41.5
Panama City, Fla.	46.6
Parkersburg, W. Va.	70.7
Peoria, Ill.	51.5
Philadelphia	36.3
Phoenix-Flagstaff	17.8
Pittsburgh	51.1
Portland-Poland Spring, Me.	40.9
Portland, Ore.	25.0
Presque Isle, Me.	55.9
Providence, R.I.-New Bedford, Mass.	19.4
Quincy, Ill.-Hannibal, Mo.-Keo-	

kuk,Iowa	40.5
Raleigh-Durham, N.C.	38.3
Rapid City, S.D.	47.7
Reno	57.4
Richmond-Petersburg-Charlottesville, Va.	28.4
Roanoke-Lynchburg, Va.	43.1
Rochester, N.Y.	38.5
Rockford, Ill.	50.1
Roswell, N.M.	62.5
Sacramento-Stockton, Calif.	30.3
Salisbury, Md.	62.8
Salt Lake City	24.5
San Angelo, Tex.	72.7
San Antonio-Victoria, Tex.	40.3
San Diego	57.5
San Francisco-Oakland	44.1
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	78.5
Savannah, Ga.	42.3
Seattle-Tacoma	42.0
Shreveport, La.	41.6
Sioux City, Iowa	33.8
Sioux Falls-Mitchell, S.D.	36.7
South Bend-Elkhart, Ind.	32.4
Spokane, Wash.	46.8
Springfield-Holyoke, Mass.	56.5
Springfield, Mo.	26.7
St. Joseph, Mo.	47.1
St. Louis	15.3
Syracuse-Elmira, N.Y.	58.2
Tallahassee, Fla.-Thomasville, Ga.	43.1
Tampa-St. Petersburg-Sarasota, Fla.	29.9
Terre Haute, Ind.	37.3
Toledo, Ohio	39.5
Topeka, Kan.	62.1
Traverse City-Cadillac, Mich.	34.5
Tucson, Ariz.	20.8
Tulsa, Okla.	49.0
Twin Falls, Idaho	52.2
Tyler, Tex.	55.3
Utica, N.Y.	61.8
Waco-Temple, Tex.	55.0
Washington-Hagerstown, Md.	16.7
Watertown, N.Y.	50.1
Wausau-Rhinelander, Wis.	29.2
West Palm Beach-Ft. Pierce, Fla.	55.7
Wheeling, W. Va.-Steubenville, Ohio	60.3
Wichita Falls, Tex.-Lawton, Okla.	54.3
Wichita-Hutchinson, Kan.	53.4
Wilkes Barre-Scranton, Pa.	62.8
Wilmington, N.C.	35.5
Yakima, Wash.	50.4
Youngstown, Ohio	43.2
Yuma, Ariz.-El Centro, Calif.	63.0
Zanesville, Ohio	59.2

Media dominate leisure time of Americans

UME survey finds 72% watch TV, 70% read newspaper daily

Watching television and reading newspapers emerge as the most popular leisure time activities of Americans in a study commissioned by United Media Enterprises, New York, a Scripps-Howard company involved in newspaper syndication, television production and book publishing.

The study shows that 72% of respondents watch television every day as compared with 70% who read a newspaper. It also reveals that people spend 2.8 hours a day viewing television and 40 minutes daily reading a newspaper. Among other popular daily activities cited in the report are listening to records and tapes, talking on the phone, talking with friends and reading books and magazines.

Listening to radio was not mentioned among the 11 activities reported on in the study. BROADCASTING asked an official of Research and Forecasts Inc., which conducted the study, for an explanation. An official said that "in our pre-testing, radio did not show up significantly, but, in retrospect, I think we should have included radio."

Titled "Where Does The Time Go?," the study is based on a nationwide random sample of more than 1,000 Americans and, in addition, 300 leaders of the nation's media. The interviews were conducted by telephone and lasted an average of 40 minutes each.

The overriding impression created by the study is that American families spend their free time together and their leisure activities are largely conducted in the home. In this context, it was found that television is not a disruptive force and actually may help bind families together.

The study shows that parents who watch a lot of television daily are as likely as parents who watch little television to participate in activities with their children, interact with their spouses and participate in community affairs. For example, 50% of parents who spent four or more hours per day watching television said they played games with their children, as compared with 50% who watch one hour or less and 45% who watch two hours.

The survey also shows that although television watching is the favored leisure-time pursuit, only 41% said they "pay close attention" to the television set. Six out of 10 Americans say that while watching TV they participate in other activities, such as discussing the programs they are watching or interacting with their children or spouses.

Comparing the leisure-time habits of the general public with the media leaders (represented by newspaper editors, television news directors and cable TV program directors), the survey found the two groups were "extraordinary similar." It showed that media leaders spend less time communicating with friends, either in person or on the telephone and spend less time on such home-centered activities as hobbies, fixing or building and gardening.

In their use of media, the report says the public and media leaders are "strikingly similar." Although television is the most popular activity among the general public, both newspaper reading and television viewing are popular among leaders. Both media producers and consumers are quite similar in their daily patterns of watching television, reading books and listening to records and tapes, according to the report. □

Westmoreland fund drive falls short

The Capital Legal Foundation's appeal for funds to help pay the costs of representing General William Westmoreland in the libel suit he has filed against CBS (BROADCASTING, Jan. 3) was less than a major success, Dan Burt, who heads the foundation, acknowledged last week. He said the 150,000-piece mailing produced some $15,000 in contributions.

The foundation, in the letter sent to a randomly selected list, said it had already spent much of its own money in the case and that funds were running low. Burt offered some specifics: The foundation has spent between $250,000 and $300,000 on the case in the last six months, and expects to spend up to $600,000 this year. The foundation's total budget for 1982 was $850,000.

The Westmoreland suit grows out of the CBS documentary, *The Uncounted Enemy... A Vietnam Deception*, broadcast on Jan. 23, 1982. The solicitation letter says the program constituted a "vicious attack" on Westmoreland's integrity. And Burt last week indicated the foundation was determined to press the suit to vindicate the general's integrity. But, he acknowledged, after reviewing the costs involved as well as there revenues produced by the direct mailing, "CBS may spend us to death." □

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HARRIS

change HAAT to 1203.2 ft. and change TL. Ann. Dec. 28, 1982.

Accepted

WDHN-TV (ch. 18) Dothan, Ala.—Seeks CP to change ERP to 396 kw vis., 39.8 kw aur. Ann. Dec. 23, 1982.

■ WBCT-TV (ch. 43) Bridgeport, Conn.—Seeks MP (BPCT-781016KE) to change ERP to 2,298 kw vis., 229.8 kw aur.; change HAAT to 510.4 ft. and change TL. Ann. Dec. 23, 1982.

■ WXTX (ch. 54) Columbus, Ga.—Seeks MP (BPCT-810729KF) to change ERP to 1,000 kw vis., 100 kw aur.; change TL; change HAAT to 1,140 ft. Ann. Dec. 6, 1982.

■ KOHA-TV (ch. 2) Hilo, Hawaii—Seeks MP (BPCT-810831KI) to change TL. Ann. Dec. 23, 1982.

■ KVHP (ch. 29) Lake Charles, La.—Seeks MP(BPCT-801219KE, as mod.) to change HAAT to 457 ft. and change ERP to 747.6 kw vis., 112.1 kw aur. Ann. Dec. 23, 1982.

■ KCNA-TV (ch. 8) Albion, Neb.—Seeks CP to change TL and change HAAT to 2000 ft. Ann. Dec. 6, 1982.

■ KHGI-TV (ch. 13) Kearney, Neb.—Seeks CP to change aural ERP to 31.6 kw. Ann. Dec. 23, 1982.

■ KUAA (ch. 22) Spokane, Wash.—Seeks MP to change ERP to 1,396 kw vis., 139.6 kw aur. change HAAT to 1959 ft. TL; Ann. Dec. 10, 1982.

■ KLRK-TV (ch. 49) Vancouver, Wash.—Seeks MP (BPCT-800818KH) to change ERP to 2,805 kw vis., 2.80 kw aur.; change HAAT to 1785 ft. and make changes to ant. sys. Ann. Dec. 23, 1982.

■ KLRK-TV (ch. 49) Vancouver, Wash.—Seeks MP(BPCT-800818KH, as mod.) to identify station location as vancouver, Wash.-Portland, Ore. Ann. Dec. 23, 1982.

AM actions

■ WLEJ (1560 khz) Ellijay, Ga.—Granted CP to increase power to 1 kw. Action Dec. 6, 1982.

■ KYME (730 khz) Boise, Idaho—Granted CP to change frequency from 740 khz to 730 khz. Action Nov. 30, 1982.

■ WRMN (1410 khz) Elgin, Ill.—Granted CP to move D site to N site. Action Dec. 7, 1982.

■ WKCM (1160 khz) Hawesville, Ky.—Granted construction permit to change hours of operation to U by adding 1 kw-N, change frequency from 1140 to 1160 khz and make changes in antenna system; major environmental action under section 1.1305. Action Dec. 14, 1982.

■ WPRT (960 khz) Prestonburg, Ky.—Granted CP to change TL; add remote control. Action Dec. 9, 1982.

■ KESM (1580 khz) El Dorado Springs, Mo.—Granted CP to change ant. sys.; increase tower height from 172 to 296 ft.; radiation efficiency to be maintained by reduction of input power. Action Dec. 1, 1982.

■ KLTI (1560 khz) Macon, Mo.—Granted CP to increase power to 1 kw. Action Dec. 8, 1982.

■ KENO (1460 khz) Las Vegas—Granted modification of CP to change N directional antenna pattern to add augmentation. Action Dec. 8, 1982.

■ WCXQ (1040 khz) Moca, P.R.—Granted MP (BP800721AB) to change TL. Action Dec. 13, 1982.

■ WANS (1280 khz) Anderson, S.C.—Granted CP to change TL. Action Dec. 14, 1982.

■ WAMB (1170 khz) Donelson, Tenn.—Granted modification of CP (BMP-14624) to increase power to 50 kw; change from non-DA to DA and make changes in ant. sys.; Major environmental action under section 1.1305. Action Dec. 14, 1982.

■ KXIT (1240 khz) Dalhart, Tex.—Granted CP to change frequency to 1240 khz; change hours of operation to U by adding N service with 500 w; increase D power to 1 kw, and make changes in ant. sys. Action Dec. 8, 1982.

■ KURV (710 khz) Edinburg, Tex.—Granted CP to increase D power to 1 kw and install DA-2. Action Dec. 8, 1982.

■ KIJN (1060 khz) Farewell, Tex.—Granted CP to change frequency from 1570 to 1060 khz. Action Dec. 8, 1982.

■ KGRI (1000 khz) Henderson, Tex.—Granted MP (B3-P-4642 as mod.) to change TL. Action Dec. 14, 1982.

■ KORD (870 khz) Pasco, Wash.—Granted CP to change hours of operation to U by adding 250 w-N; increase D power to 10 kw; change frequency to 870 khz and make changes in antenna system. Action Dec. 16, 1982.

■ WTIP (1240 khz) Charleston, W. Va.—Granted CP to increase overall antenna height from 341 to 359 ft. and to correct coordinates to 38 21' 26" and 81 40' 05". Action Dec. 1, 1982.

FM actions

■ KHTX (101.7 mhz) Carnelian Bay, Calif.—Granted data filed 7-28-82 in accordance with FCC's first report and order adopted 1-6-82 and release, 1-15-82 in doc. 80-522, showing proposed operation on frequency of 103.7 mhz; change TL; change ERP to change HAAT; 2874 ft. and change TPO. Action Dec. 9, 1982.

■ KMGN (97.7 mhz) Shafter, Calif.—Granted CP to change TL; major environmental action under section 1.1305. Action Dec. 3, 1981.

■ KTPI (103.1 mhz) Tehachapi, Calif.—Granted modification of CP (BPH-820426AS) to change TL; change ERP to 856 kw; (H&V); decrease HAAT to 577 ft. (H&V) and change TPO. Action Dec. 1, 1982.

■ *WCNI (91.5 mhz) New London, Conn.—Granted CP to change frequency to 91.1 mhz.; change TL, and increase ERP to 267 w; change HAAT to 169 ft. and make changes in ant. sys. Action Nov. 30, 1981.

■ WOKA-FM (106.7 mhz) Douglas, Ga.—Granted CP in change ERP to 59.15 kw; change HAAT to 289 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action Nov. 30, 1981.

■ WAIN-FM (93.5 mhz) Columbia, Ky.—Granted CP to change ERP to 3 kw; change HAAT to 300 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action Nov. 30, 1981.

■ WGGR (105.1 mhz) Duluth, Minn.—Granted CP to increase HAAT to 789 ft.

■ KTUF (93.5 mhz) Kirksville, Mo.—Granted modification of CP (BPH-800827AB, as mod.) to increase ERP to 1.3 kw; decrease HAAT to 455 ft. and change TPO. Action Dec. 9, 1982.

■ KUNM (90.1 mhz) Albuquerque, N.M.—Granted CP to make changes in ant. sys., change type ant.; increase ERP to 13.6 kw; increase HAAT to 4,155 ft. and change TPO. Action Dec. 3, 1982.

■ *WBAU (90.3 mhz) Garden City, N.Y.—Granted CP to change TL; install new ant.; change ERP to 1.26 kw and change HAAT to 170 ft. Action Nov. 30, 1981.

■ WPCM (101.1 mhz) Burlington-Graham, N.C.—Granted modification of CP (BPH-820420AI) to change TL; decrease HAAT to 850 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 9, 1982.

■ WZYC (103.3 mhz) Newport, N.C.—Granted modification of CP (BPH-10,420 as mod.) to change TL; increase HAAT to 459 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 7, 1982.

■ *WCXL (89.3 mhz) Kettering, Ohio—Granted modification of CP (BPED-800228AQ as mod) to change frequency to 89.3 mhz.; change TL; specify SL; increase ERP to 199.9 kw. Action Nov. 30, 1982.

■ KZFM (95.5 mhz) Corpus Christi, Tex.—Granted CP to change TL; specify SL/RC; change ERP to 100 kw HAAT to 640.3 ft.; change type transmitter and make changes in ant. sys. Action Dec. 3, 1982.

■ KGUL-FM (95.9 mhz) Port Lavaca, Tex.—Granted data filed 8-13-82 in accordance with FCC's first report and order adopted 12-1-81 and released 12-10-81 in doc. 81-234, showing proposed operation on frequency of 93.3 mhz; change TL; increase ERP to 100 kw; increase HAAT to 663 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 9, 1982.

■ WTBZ (100.9 mhz) Grafton, W. Va.—Granted data filed 10-26-82 in accordance with FCC first report and order adopted 1-23-81 and released 1-29-81 in doc. 80-47, showing proposed operation on frequency of 95.9 mhz. Action. Dec. 9, 1982.

■ WUSQ (102.5 mhz) Winchester, Va.—Granted CP to change TL; increase ERP to 50 kw; change HAAT to 500 ft.; change type trans. and make changes in ant. sys. Action Dec. 3, 1982.

■ WISM-FM (98.1 mhz) Madison, Wis.—Granted CP to change TL; increase ERP to 23.44 kw; increase HAAT to 736 and change TPO. Major environmental action under section 1.1305. Action Dec. 3, 1981.

■ WXPR (91.7 mhz) Rhinelander, Wis.—Granted modification of CP (BPED-801020AC) to make changes in ant. sys.; change TL; locate SL and RC; change type trans.; change type ant.; increase ERP to 88.6 kw; decrease HAAT to 337 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 7, 1982.

■ *KCWC (88.1 mhz) Riverton, Wyo.—Granted CP to change TL; change HAAT to 1449 ft. H&V and make changes in ant. sys. Action Nov. 30, 1982.

TV Actions

KTMX-TV (ch. 31) Denver, Colo.—Granted MP (BPCT-5097) to change ERP to 5,000 kw vis., 500 kw aur.; change TL; change trans.; and make changes to ant. sys. (contingent on grant of BAPCT-811124KJ). Action Nov. 29, 1982

■ WTBS (ch. 17) Atlanta, Ga.—Granted CP to install new aux. trans and ant. Action Nov. 24, 1982.

■ WAFV(TV) Evansville, Ind.—Granted MP to change TL; major environmental action. Action Dec. 15, 1982.

■ *WNED-TV (ch. 17) Buffalo, N.Y.—Granted CP to change ERP to 2,355 kw vis., 235.5 kw aur.; change TL; change trans.; and make changes to ant. sys. Action Nov. 24, 1982.

■ KVNJ-TV Fargo, N.D.—Granted MP (BPCT-811125KK) to change TL. Action Dec. 15, 1982.

■ WZTV (ch. 17) Nashville, Tenn.—Granted CP to change ERP to 2,340 kw vis., 234 kw aur.; change HAAT to 1,160 ft.; change TL also change type of ant. and transmission line. Action Nov. 29, 1982.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

In contest

FCC actions

■ FCC issued notice identifying rules to be reviewed during next year as part of its own plan and congressional mandate to periodically assess rules that may have significant economic impact on small entities and eliminate those that are disproportionately burdensome or unnecessary. Action Dec. 8, 1982.